

the Montana Challenge



remaining the
last best place
for fish and wildlife
in a changing west

*M*ontana remains blessed with

abundant fish and wildlife due to a
century of hard toil and hard choices,
made by our good people who had the
courage to do the right thing.

That is our legacy.

*That is our
hope for
the future.*





Montana's lasting relationship with fish and wildlife

Montanans' relationship to fish and wildlife is reflected in countless family scrapbooks that lovingly chronicle the passage of outdoor traditions from generation to generation. Our tie to the natural landscape is a defining characteristic of the state and its people.

But if you read the newspaper or you've noticed business comings and goings on our main streets, you know that times are changing. Our natural resources are attracting a great many people from other parts of the country – and not just as visitors or part-time residents. Drawn by our open spaces, magnificent landscapes, and unsurpassed wildlife opportunities, people are choosing to live in many parts of our state. Photos of the kids holding freshly caught trout are now taken with digital cameras and e-mailed to distant places.

These newcomers include service professionals — doctors, lawyers, architects, and engineers, as well as entrepreneurs making use of new technologies and communications. They generate economic growth wherever they go. For decades, our landscapes have been valued for timber, mining, and agriculture. Now, these landscapes have additional value, as lifestyle amenities, attracting people who are building fast-growing sectors of the economy.

Long-time Montanans and newcomers alike want good jobs and unsurpassed outdoor recreation opportunities. And that's the Montana Challenge: to protect our cherished relationship with natural resources as we harvest their full economic benefit.

As our scrapbooks capture our personal experiences with fish and wildlife, the larger social and economic story is reflected in research findings and newspaper accounts. The following pages tell that larger story — and explain how it's your story as well.





personal memories... public landscapes

STATISTICS SHOW WHAT WE KNOW IN OUR HEARTS

Those outdoor moments we capture in snapshots take place within the larger context of community values and economic needs. More and more, Montana feels the effects of social and economic changes originating outside our borders. Fail to understand these changes, and we risk our future relationship with the natural resources that define our character.

To meet the need for understanding, the Montana Challenge project brought together leading researchers to compile a

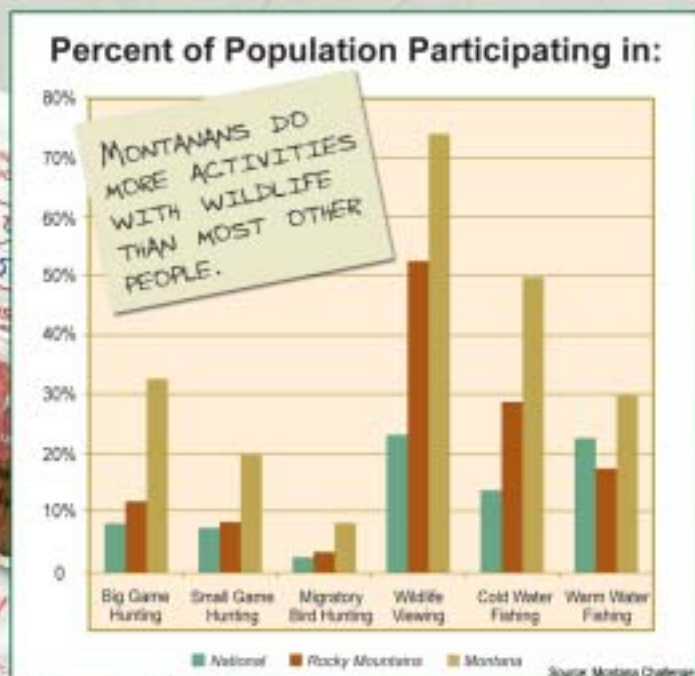
database of information — biological, economic, social — that reveals the connections among our values, our economy, and our fish and wildlife resources.

Just as we know in our hearts the value of our own outdoor experiences, we can look to key statistical information to help us understand the many values that fish and wildlife offer to our state. From that information emerges a compelling story involving government, business, jobs, family life, and much more.

By making this information widely available, the Montana Challenge project hopes to provide all Montanans — the public, resource agency managers, and other concerned people — with a common understanding of trends affecting fish and wildlife, so we can make sound decisions on their behalf.

FISH AND WILDLIFE GENERATE ECONOMIC DIVERSITY

Montanans' love of fish and wildlife is reflected in our rates of participation in outdoor activities. We do more outdoors than Americans in general and even more than people in our region. Similarly, people from elsewhere know Montana as a place of natural riches. The 9.8 million annual visitors to our state represent 10 times Montana's resident population and



account for 43,300 jobs, for an economic impact of \$2.75 billion.

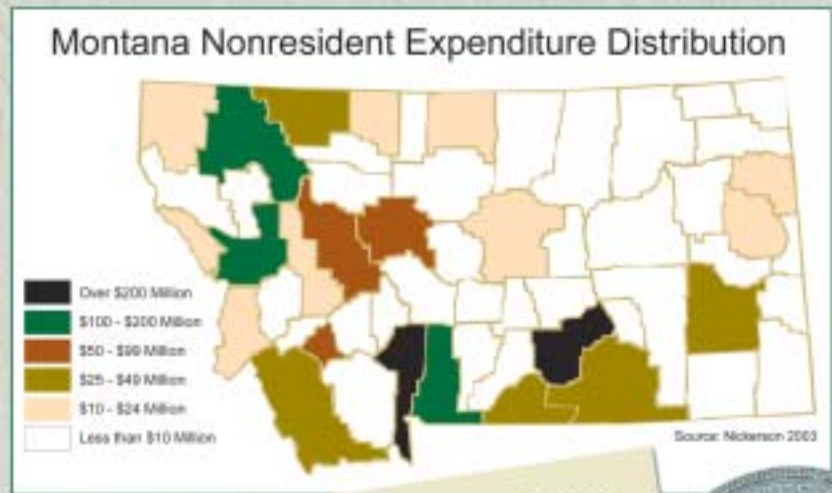
Some of these visitors come back to stay. Today's technology allows people to live where they want, and growing numbers of people want to live near the mountains and rivers of the Rocky Mountain West. In fact, people are moving here in such numbers that our region is now called the "Third Coast."

Montana is very much part of this trend. And as we compete with our Rocky Mountain sister states for economic prosperity, we have an advantage. While Utah has its red rock monuments and Colorado its mighty peaks, Montana's abundant fish and wildlife populations lure visitors and investors alike. Thanks to hard choices made by generations past, Montana's wildlife, from magnificent grizzlies to graceful antelope, "brand" our state as an extraordinary place to live and do business.

Many of these newcomers bring their jobs and investment portfolios with them or create jobs when they arrive. They generate economic activity in service, technology, and the professions, adding diversity to Montana's long-time economic base of timber, mining, and agriculture, and opening new opportunities to people of all ages. These new residents, much like their long established neighbors, want to view spectacular natural landscapes and enjoy exhilarating outdoor experiences. Our natural landscape is key to broadening our economic landscape.

ONE STATE - THREE REGIONS

Importantly, these changes are not affecting all parts of the state in the same way. In population, natural resources, and economic status, Montana is actually three distinct regions, with many unique local settings. Climate and geology determine the landscape, vegetation, and wildlife, which in turn have shaped the nature of human economies arising in each region.

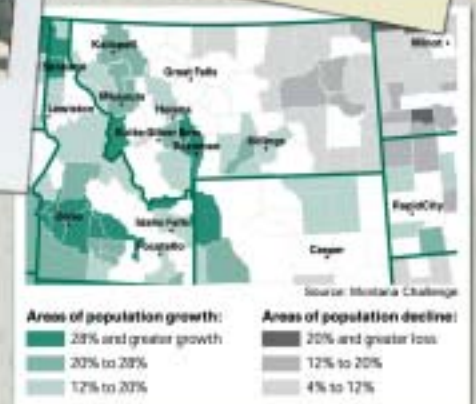
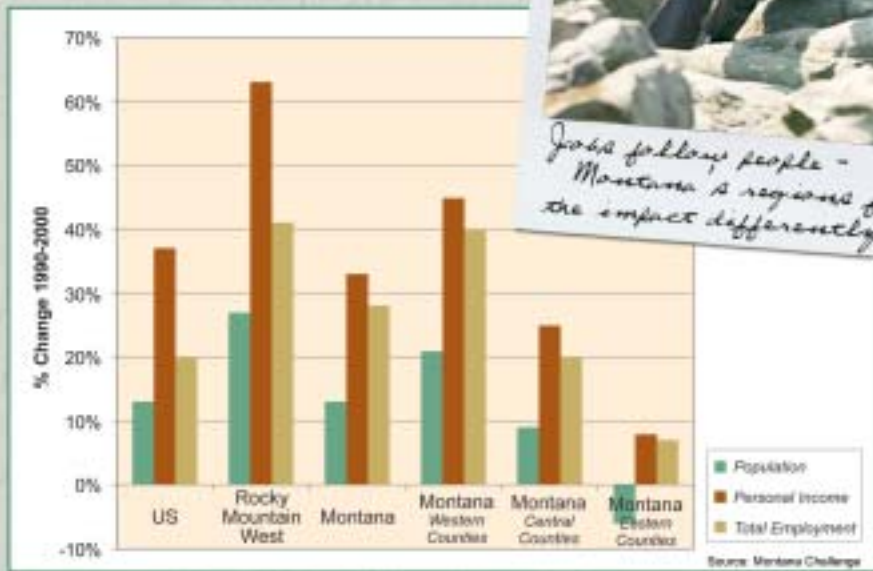


PEOPLE OFTEN
MOVE TO WHERE
THEY'VE HAD
GREAT VISITS

People moving to Montana are settling largely in the more mountainous western counties and to a lesser extent in the central counties along the Rocky Mountain Front. Like most of the agriculture-based Great Plains, our eastern counties have struggled with population decline and economic uncertainty — yet, the uniquely spectacular landscapes and abundant fish and wildlife in these counties offer opportunities to attract economic activity. We are not a single ecosystem, nor are we a single economy.



Jobs follow people -
Montana's regions feel
the impact differently



opportunities and challenges

CHALLENGES ABOUND Growing human communities create growing economic prosperity; yet, growth in unincorporated areas means more human impact on wildlife populations and fragmentation of habitat. While Montana has long been revered for ready access to pristine public landscapes, more visitors and outdoor-loving residents create more demand for access to these sites, often putting hikers, hunters, wildlife watchers, backcountry riders, and others at odds. On private lands, the newly arrived software developer and the fourth-generation rancher who sold him his property may feel very differently about allowing public hunting access.

OPPORTUNITIES ALSO ABOUND Wildlife watching is listed consistently by visitors to all parts of Montana as one of their primary activities here. Popular fishing tournaments draw people to Fort Peck for walleye, Flathead Lake for trout, and other spots and species. Hunting is the primary reason that many people visit national forests. Communities throughout Montana can create economic activity by developing birding trails, organizing wildlife festivals, enhancing fishing opportunities, catering to hunters, and otherwise displaying their fish and wildlife riches to attract business.

Throughout the state, we face the classic problem of husbanding the goose that lays the golden eggs: taking



This can harm habitat!

advantage of our fish and wildlife to generate needed economic activity while we protect our natural resource riches for our own public enjoyment and for all time.

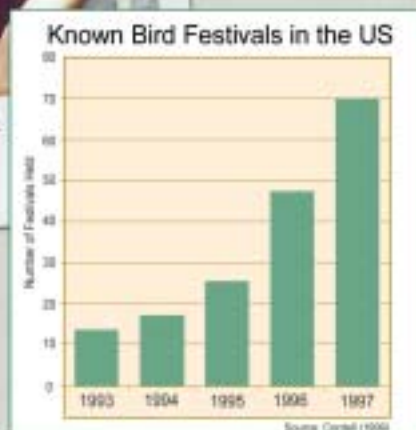
Resource managers and government decision-makers are on the frontlines of these challenges, but all Montanans have a role in understanding the facts and helping to determine the future. We are all part of the larger social and economic story — yet, the story is very personal, for each of us and our families, for generations to come.

the Montana Challenge...

Manage our fish and wildlife for their traditional and deeply personal meaning to Montanans and their ability to attract the economic activity vital to our state's prosperity.



BIRD-WATCHING:
AN OPPORTUNITY FOR
ECONOMIC ACTIVITY



Montana Challenge...

the details are in the data

The Montana Challenge research team has drawn a portrait of a state where new perspectives on fish and wildlife are taking hold. How do we know? Go to our website for authoritative reports and an extensive library of data: <http://fwp.mt.gov/tmc>



One State - Three Regions: A Biophysical Description

Tom Palmer

Montana Fish, Wildlife, and Parks

Montana has three regions, distinct in terrain and climate, giving rise to different human and wildlife communities.

The Demography of the Changing West

Dr. George S. Masnick

Harvard University

A leading demographer who now makes his home in Hamilton, Montana, describes important population trends.

Montana's Regionally Diverse Economy

Dr. Larry D. Swanson

Center for the Rocky Mountain West

University of Montana

Internet entrepreneurs and service professionals want to live near landscapes where extraction has traditionally provided the jobs.

The Political Environment

Dr. Jerry Johnson

Political Science Department

Montana State University - Bozeman

Read this revealing analysis of three recent statewide initiatives: outfitting reform, elk game farms, and use of cyanide in mining.

The State of the Land

Dr. Jerry Johnson

Political Science Department

Montana State University - Bozeman

Are Montana's open lands giving way to subdivisions? A review of the data — plus, a look at the increase in water wells in growing Gallatin Valley.

Social Values

Dr. Joseph G. Champ

Colorado State University and;

Dr. Daniel W. McCollum

USDA Forest Service,

Rocky Mtn. Research Station

See how Montana's leading newspapers have portrayed fish and wildlife against the backdrop of extraordinary social and political change.

Non-Market Economic Values

Dr. John Duffield

University of Montana

How much would you pay to fish in a world-class trout stream? Learn about the importance of non-market values to fish and wildlife management.

Fish and Wildlife Recreation

Dr. Cindy S. Swanson

USDA Forest Service, Northern Region

Hunting, fishing, and wildlife viewing are primary activities for Montana residents and non-resident visitors alike — a look at the facts and figures.

The Legal Landscape

Dr. John L. Horwich

University of Montana

We can craft better laws today if we understand the true impact of the Endangered Species Act and other legislative decisions made decades ago.

check out this site...
<http://fwp.mt.gov/tmc>

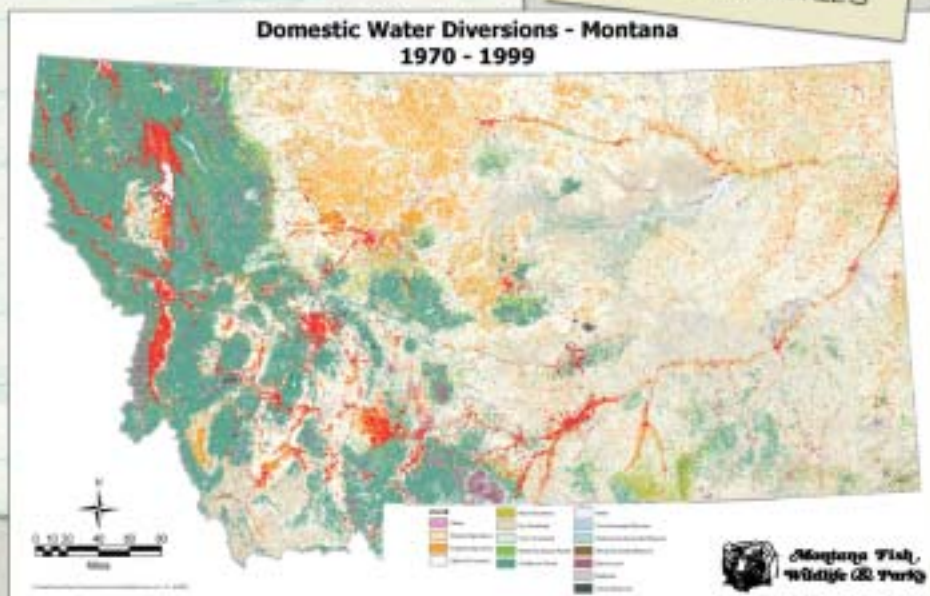
Vignettes of fish and wildlife management in a changing landscape:

- ✓ Sage Grouse In Montana
- ✓ The Flathead Fish Project
- ✓ Wildlife Migration in a Developed Landscape
- ✓ The Missouri Three: Pallid Sturgeon, Paddlefish, Sauger
- ✓ Access to Recreation
- ✓ Wolf Management
- ✓ Elk Management
- ✓ Coalbed Methane Development: Impact on Fish and Wildlife

Data organized by Montana county and region:

- ✓ Human population
- ✓ Income and employment
- ✓ Natural resource use
- ✓ Water use
- ✓ Land use

EACH RED DOT ON THIS MAP REPRESENTS A DIVERSION OF WATER FOR USE BY HUMAN COMMUNITIES





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